

**Governors State University**  
Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Student Involvement and Campus Programs**

**Leader(s): Dr. Robert Clay**

**Implementation Year: 2019-2020**

**Goal 1:** Develop, implement and assess co-curricular programs that promote student involvement, participation in annual events and campus traditions, build institutional pride and strengthens connections to the university community.

<b>Objective 1:</b>	Enhance programs, activities and experiences that enable students to actively engage in Campus Life.
<b>Action Items</b>	<ul style="list-style-type: none"><li>• Expand traditional programming. i.e. Welcome Week, Spring Fest, Homecoming</li><li>• Enhance evening and weekend program offerings</li><li>• Encourage campus involvement through increased marketing efforts to create awareness of program offerings. i.e. Jaguar Connection, Social media</li></ul>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"><li>• Develop metrics based on expected v. actual participation</li><li>• Staff Observation</li><li>• Monthly metrics to determine student involvement</li><li>• Jaguar Connection Assessment</li></ul>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Assistant Director of Campus Programs and Traditions
<b>Milestones</b> (Identify Timelines)	<p><b><u>FALL 2019</u></b></p> <ul style="list-style-type: none"><li>• Access traditional and innovative programming</li><li>• Increase evening and weekend programs</li><li>• Develop process to streamline promotional efforts with Marketing</li></ul> <p><b><u>SPRING 2020</u></b></p> <ul style="list-style-type: none"><li>• Student Activities Council members to contribute to student programming through empowerment, development, and leadership.</li><li>• Plan 2020-2021 calendar by March</li></ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<p>To increase campus program offerings and activities that will enhance student experiences and encourage them to actively engage in Student Life.</p> <ul style="list-style-type: none"><li>• An increased sense of Jaguar pride amongst the campus community</li><li>• Improved student participation at annual events and campus activities</li><li>• GSU students recognize importance and correlation of involvement to college completion</li><li>• Leadership skills are developed and sustained by student leaders and advisors</li></ul>

<b>Achieved Outcomes and Results</b>	<ul style="list-style-type: none"> <li>• Welcome Week activities (Fall and Spring)</li> <li>• SAC Events</li> <li>• Spirit Week</li> <li>• Jaguar Treks</li> <li>• Homecoming</li> <li>• Spring Fest</li> <li>• Grad Celebration</li> </ul> <p>By enhancing programs, activities and student experiences, student involvement increased and the outcomes were met. CSEIP created numerous collaborations to 1) ensure delivery of programs and 2) create engagement across platforms. These efforts were forged by the Student Activities Council, clubs and organizations, Student Senate, and GSU departments. The Student Activities Council sponsored over 80 programs and events during AY 2019-20. Results were provided via an <i>All Events</i> report on Jaguar Connection.</p> <p>Through increased awareness via Jaguar Connection, club flyers, SAC leaders and a consistent social media campaign, students enjoyed another year of stellar programming. In its second year, Homecoming has proven to be a campus activity with longevity. Additionally, I credit SAC leaders for stepping up and achieving their goals of seeing more students who are proud to be GSU Jaguars.</p> <p>All events after March 13, 2020 such as Spring Fest and Grad Celebration were canceled due to the statewide gubernatorial stay at home order due to the Covid19 pandemic.</p>
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal.)	<p>Campus Programs and the Student Activities Council met set goals due to increased funding. The objective was to develop a wide cache of programs utilizing a larger budget and to create depth within the programs. Student Activities Council utilized the frame of creating depth in the existing programs and events and focused on developing new programming where engagement was possible. This will continue to be an ongoing goal.</p>